



# Wisconsin Department of Health Services

## 2011 Behavioral Risk Factor Surveillance System (BRFSS)

### Tobacco Fact Sheet

#### **BRFSS Methodology**

The data reported in this fact sheet contains two important changes related to the method in which the BRFSS data was collected and analyzed. First, in 2009, 2010, & 2011 cell phone responses were added to the survey methodology along with landline phone responses in order to obtain a better representative population sample of Wisconsin. Past surveys were collected via landline phones only. Second, a different methodology was used to calculate prevalence rates utilizing updated methods of weighting the data to adjust for differences between the demographic characteristics of respondents and the target population. The result of these changes reflects a more accurate representation of adult tobacco use in Wisconsin.

#### **Prevalence**

- 20.8% of adults currently smoke cigarettes
- 16.6% of adults reported using chewing tobacco, snuff, or Snus (a smokeless tobacco product) in their lifetime
- 74.6% of current smokeless users use smokeless products at work, and 80.5% at home
- 42.6% of smokers are also users of smokeless tobacco products
- 38% of individuals receiving Medicaid or Badgercare are current smokers
- 34.4% of individuals ever diagnosed with depression are current smokers

#### **Current Smoking**

- By Education:      **Less than High School** – 35.9%      **High School or GED** – 24.4%  
                                 **Some College** – 20.5%      **College Grad** – 9.1%
- By Age:              **18-24** – 22.9%      **25-34** – 30.6%      **35-44** – 21.7%  
                                 **45-54** – 22.6%      **55-64** – 18.6%      **65+** - 9.7%
- By Gender:          **Males** – 22.6%      **Females** – 19.1%
- By Race:              **White:** 19.7%      **Black:** 37.4%      **Hispanic:** 26.9%
- By Income:          **<\$15,000** – 33.5%      **\$15,000-\$24,999** – 35.8%  
                                 **\$25,000-\$34,999** – 24.1%      **\$35,000-\$49,999** – 14.2%  
                                 **\$50,000-\$74,999** – 16.5%      **\$75,000+** - 11.3%

#### **Second-Hand Smoke Exposure**

- 82.8% of households with children do not allow smoking inside the home
- 19.7% reported they rode in a car with someone who was smoking within the past 7 days
- 70.0% feel indoor workplaces should be smoke-free, including bars and restaurants

#### **Cessation**

- 61.5% of smokers have stopped smoking for one day or longer because they were trying to quit
- 37.8% are aware of the Quit Line

Wisconsin Department of Health Services, Division of Public Health (P-43073 12/2012)

Wisconsin Tobacco Prevention and Control Program

Phone: (608) 266-9708    Website: <http://dhs.wisconsin.gov/tobacco>